

# The 2022-2027 Outlook for Prepared Fresh Surimi and Surimi-Based Products in Japan

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## Abstracts

This study covers the latent demand outlook for prepared fresh surimi and surimi-based products across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for prepared fresh surimi and surimi-based products. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers prepared fresh surimi and surimi-based products as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for prepared fresh surimi and surimi-based products is 31171211. It is for this definition that aggregate latent demand estimates are derived. Prepared fresh surimi and surimi-based products is specifically defined as follows:

31171211 Prepared fresh fish and other fresh seafood, surimi, and surimi based products

3117121111 Prepared fresh fish, ground fish (cod, cusk, haddock, etc.), fillets and steaks

3117121121 Prepared fresh fish, ground fish (cod, cusk, haddock, etc.), other

3117121131 Prepared fresh fish, flounder, halibut, and sole, fillets and steaks

3117121141 Prepared fresh fish, flounder, halibut, and sole, other

3117121151 Prepared fresh fish, Alaska pollock, fillets and steaks

3117121161 Prepared fresh fish, Alaska pollock, other

3117121171 Prepared fresh fish, catfish, fillets and steaks

3117121181 Prepared fresh fish, catfish, other

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